

Grants of £1,400 for UK companies at

# EuroShop

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Shop and Display Equipment Association  
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[www.shopdisplay.org](http://www.shopdisplay.org)

Düsseldorf 26th February to 2nd March 2011

EuroShop is the largest, most important shopfitting, display, PoP and exhibition systems exhibition in the world. It is held every three years. In 2008 it attracted over 1,800 exhibitors from 50 countries and 100,000 visitors from more than 90 countries.

EuroShop is a truly international event with over 50 per cent of the visitors and exhibitors coming from outside Germany.

Visit [www.euroshop-tradefair.com](http://www.euroshop-tradefair.com) for more information, with a video review of EuroShop 2008 on the home page giving an excellent overview of the event.

supported by UK  
TRADE &  
INVESTMENT



Grants are available for UK companies wishing to promote their retail display products and services overseas by exhibiting at EuroShop. Here are the key points:-

- **Grants of £1,400 are available per company** - UK Trade & Investment will pay grants to UK based small and medium size companies which do not currently have a substantial export business\*. The objective is to help such companies to learn how to use exhibitions as a key tool in their trade development plans.
- **Previous recipients can apply again** - The old system has been scrapped. The new system offers grants at up to 6 events from 1 April 2009.
- **Exhibitors may exhibit in any of the 15 halls** - There will be no group stand as such. Companies will book their space with the organisers either through the British Agent or online while sdea organises the grants. We will advise on stand location if you are unsure which hall or section is most appropriate for you.
- **Stand space is very competitively priced** - Rates are around €200 per m<sup>2</sup> for space only (depending on how many open sides you choose) and standfitting will be available through the sdea appointed stand contractor for those who require it. A 22 page brochure on EuroShop is available on the sdea website at [www.shopdisplay.org/documents/ExhibitorsBrochure.pdf](http://www.shopdisplay.org/documents/ExhibitorsBrochure.pdf) Alternatively, please contact Vanessa Darby of ITSL (the British Agents for the Fair) on 01442 230033 or email: [vanessa@itsluk.com](mailto:vanessa@itsluk.com)
- **sdea will undertake the administration** - We will charge a small management fee of £387 towards our costs (£287 for sdea members). We will arrange publicity, appoint specialist standfitting, travel and freight contractors and have experienced staff on hand throughout the planning stages leading up to the event itself. We will also be onsite during the Fair.
- **Apply now, there are only 25 grants available** - Please complete the Application Form overleaf and return it with your credit card details or cheque. If you are not able to apply immediately, please contact us when you are ready and we will let you know if grants are still available. We only have 25 grants for this event, so don't leave it too late.



Full details of UK Trade & Investment's Tradeshow Access Programme will be forwarded by email on receipt of your application. If you would like to examine the documentation prior to forwarding your application, please email: [lawrence@sdea.co.uk](mailto:lawrence@sdea.co.uk)

Claiming a grant is straightforward. First you complete and return the form below to sdea with the management fee. We will forward you, by email, a UKTI Exhibitor Grant Application Form, which you also return to sdea. You must register for free full UK Business access on UKTI's website. Grants will be paid after the exhibition on receipt of confirmation within 30 days of the end of the event that you have (a) completed a UKTI online questionnaire and (b) paid a minimum of £1,400 on costs directly related to your attendance at the exhibition.

If you have any questions, please call Lawrence Cutler on 01883 348911 or email: [lawrence@sdea.co.uk](mailto:lawrence@sdea.co.uk)

EuroShop is an event you should not miss. And the grant makes it a very cost effective venture.

\* Please note Grants are only available to:

1. UK based small and medium size companies with a turnover not exceeding €50m and less than 250 employees that are either actively investigating export opportunities or already involved in exporting from the UK.
2. New Exporters must have exported for no more than 10 years and "during the past 12 months less than 10% of turnover resulted from proactive exports (i.e. sales to new overseas customers that have been actively identified by the business) **and** no more than 25% of turnover resulted from a combination of proactive and reactive exports." **However, this requirement will be waived if the applicant did not exhibit at EuroShop 2008.** See UKTI Terms & Conditions for full details.



## Application form

Please complete and return to the address below by **Monday 5th April 2010**:

Lawrence Cutler, Director  
Shop and Display Equipment Association  
24 Croydon Road  
Caterham, Surrey CR3 6YR

Email: [lawrence@sdea.co.uk](mailto:lawrence@sdea.co.uk)

Telephone: 01883 348911  
Fax: 01883 343435

I wish to apply for a grant of £1,400 through the UK Trade & Investment's Tradeshow Access Programme organised by Shop and Display Equipment Association (sdea) at EuroShop 2011 in Düsseldorf from 26th February to 2nd March 2011

|               |            |
|---------------|------------|
| Signature:    | Date:      |
| Contact name: | Position:  |
| Company:      |            |
| Address:      |            |
|               |            |
| Email:        | Telephone: |

I enclose a cheque/credit card payment for the Association's Management Fee - £387 + £67.73 VAT = £454.73 (for sdea members the fee is £287 + £50.23 VAT = £337.23) A VAT invoice/receipt will be issued.

|   |       |            |             |                   |
|---|-------|------------|-------------|-------------------|
| <b>Method of Payment</b> , please indicate: | Visa  | MasterCard | Maestro     | Cheque (enclosed) |
| Credit card number                          | _____ |            | Expiry date | _____             |
| Name on credit card                         | _____ |            | Security No | _____             |
| Cardholders Address                         | _____ |            |             |                   |
|   | _____ |            |             |                   |